

Local SEO

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2026 How To Start Local SEO Business Software Alternatives Organically

David Brooks



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Trust and Marketing Communication in the Food Industry Hanna Górska-Warsewicz, Irena Ozimek, Olena Kulykovets, Julita Szlachciuk, 2026-01-22 This book explores trust based marketing communication within the food marketing industry It presents a comprehensive conceptual model that encompasses three pillars traditional modern and AI driven marketing communication By examining these pillars the book explores the informational role and legal aspects of food marketing offering a detailed and structured approach to understanding and enhancing consumer trust Readers will benefit from a deep dive into the current state of food marketing communication enriched by a solid theoretical background and empirical case studies The book highlights the significance of trust based communication by proposing a conceptual model that integrates traditional modern and AI driven strategies Key benefits include the following A clear conceptual model of trust based marketing communication Insights into the current knowledge and practices in food marketing communication Detailed exploration of traditional modern and AI based marketing strategies Empirical case studies demonstrating the application of these concepts Examination of legal regulations impacting food marketing This book is an invaluable resource for academic scholars students and researchers interested in food marketing and communication Additionally it serves as a practical guide for managers marketers and industry professionals seeking to build and maintain consumer trust through effective marketing strategies It is particularly relevant for those aiming to navigate the complexities of modern marketing communication while adhering to legal standards

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don't quite understand ranking factors let me explain Each page and domain has a ranking value These are typically called Page and Domain Authority The higher the authority the higher the page will rank Google and other search engines determine a page's rank or authority based on various search metrics including content keywords number of backlinks age of the website title header tags images and so on For any given localized search the results are usually broken out by Paid Advertising Shown at the top and bottom of the listings Local Business listings Business listings from Google Maps Organic Search Results Everything else In this book Local SEO A Roadmap To Successful Local Ranking I am focusing on the Local Business Listings and how anyone using my methods can boost their local presence on the web A little bit about me My first experience with computers was on Christmas day when I opened up a game called Pong It was one of the first TV computer games and at the time it was cutting edge Fast forward a bit and my dad bought an Atari 800 computer that I somehow convinced him was better than the Apple alternative Needless to say I used the Atari more than he did Fast forward a bit more and I was in college studying computer science When I graduated my first real job was programming expert systems That job only lasted a short while and then I became a System Analyst working on all sorts of Government Projects In 2008 I moved to a place called Austin and really got my feet wet designing websites for clients During that time I also became interested in all things SEO but never really got to flex my muscles It wasn't until 2016 that I found myself unemployed and wondering what I should do in life After countless resumes failed to get traction in the job market for positions I was interested in a realization hit me that maybe I don't need a company to work for but rather work for myself My wife Kathleen and our pug Olaf were very supportive of the idea So I started a company called <http://HangTenSEO.com> with the goal to help clients out rank their competition Along the way I also started writing articles on SEO best practices which were in many ways teaching moments for me In writing the articles I really had to understand the subjects I was writing about and how to use the techniques to get the best results

[AI SEO 2026](#) Christopher Littlestone, 2025-11-17 The Search Engine Optimization SEO game has changed forever Google is no longer the gatekeeper AI is AI systems like ChatGPT Perplexity Gemini and Bing no longer show results they deliver direct answers If your business isn't one of those answers you're invisible AI SEO 2026 is the first book of its kind to show entrepreneurs marketers and small business owners how to dominate in the new era of AI powered search This isn't theory it's a practical blueprint for survival and growth in a world where machines decide what gets seen trusted and recommended Written by Dr Christopher Littlestone a Harvard graduate entrepreneur Doctor of Business Administration DBA and retired Special Forces officer who now leads FoundByAISearch.com this book presents the FOUND Framework a five step system that helps your business get noticed by AI not forgotten by it The FOUND Framework F Foundation Build an Unshakable Digital Presence O Optimization Make Your Message Machine Readable U Utility Create Content That Solves Human Problems N Niche Authority Establish Unquestionable Expertise D Data Driven Improvements Measure Adapt Scale Why You Need This Book Save time and money Learn in one weekend what

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